



## DRAFT AGENDA

### The George C. Marshall Conference: The Citizen as Diplomat

Conference sponsored by the United States Diplomacy Center,  
Bureau of Public Affairs, U.S. Department of State and  
The George C. Marshall Foundation

at

The U.S. Department of State  
Washington, DC, February 26 and 27, 2009

The Marshall Plan invited citizens, business leaders, journalists, academics, engineers, medical directors and teachers to help rebuild Europe after World War II. U.S. citizens stepped into the role of “diplomat” through aid and exchange programs from 1947-1951, and were crucial implementers of the economic, educational, technological and governmental programs of the European Recovery Program, otherwise known as the Marshall Plan.

The legacy of the Marshall Plan lives on through numerous exchange programs and international cooperatives that promote citizen involvement in diplomacy. These have expanded the role of diplomat beyond the Department of State, Foreign Service and federal agencies. In today’s global environment, the role of *citizen* as diplomat is crucial in maintaining positive and productive relationships among nations. Through the programs of non-governmental organizations, personal travel, business development and opportunities, citizens informally represent their nations to others, building relationships and forming lasting impressions.

Can we prepare ourselves to carry on this role as citizen diplomat? How have Marshall Plan programs taught citizens to engage in global issues and meet the challenges of today?

The 2009 *George C. Marshall Conference: The Citizen as Diplomat* presented by the United States Diplomacy Center will explore how the Plan paved the way for the increased role of the citizen diplomat, and how this role impacts the work of the State Department.

#### Day One

Thursday, February 26, 2009

12:30 p.m.: **Registration**

Check-in at the Department of State, Harry S Truman Building,  
21<sup>st</sup> Street entrance

1:00 p.m.: **Conference opening in the George C. Marshall Conference Center  
Auditorium**

**Welcome:** Stephen Estrada, Director, U.S. Diplomacy Center, Department of  
State

- 1:15 p.m.: **Keynote address:** *Opportunities for Citizen Diplomacy Today*  
**Ambassador John K. Menzies, Ph.D.**  
 Dean of Whitehead School of Diplomacy and International Affairs,  
 Seton Hall University
- 2:30 p.m.: **Historical perspective:** *The Citizen Diplomat and the Marshall Plan*  
**Jacqueline McGlade, Ph.D.**  
 Dean of Graduate Programs, College of Saint Elizabeth
- 3:15 p.m.: **Break**
- 3:30 p.m.: **Panel discussion:** *The Work of Citizen Diplomats Today*
- Moderator:  
**Cynthia P. Schneider, Ph.D.**  
 Distinguished Professor in the Practice of Diplomacy, Georgetown University
- Panelists  
**Aja Bonsu**, Iraq Provincial Reconstruction Team Desk Officer, Department of State  
**William M. Eichbaum**, Vice President and Managing Director for Marine Portfolio, WWF  
**Jeremy Konyndyk**, Senior Policy Advisor, Mercy Corps  
**Thomas A. W. Miller**, Vice President, Business for Diplomatic Action
- 5:00 p.m.: **Conference recesses**
- 5:15 p.m.: **Reception –The George C. Marshall Conference Center**

## **Day Two**

**Friday, February 27, 2009**

**8:00 a.m. to 12:30 p.m.**

- 8:00 a.m.: **Registration**  
 Check-in at the Department of State, Harry S Truman Building,  
 21<sup>st</sup> Street entrance
- 8:45 a.m.: **Welcome:** **Stephen Estrada**, Director, U.S. Diplomacy Center, Department of State  
  
**Daniel Stewart**, Foreign Service Officer/Recruiter, Department of State
- 9:00 a.m.: **Workshops**  
 Sessions include a seasoned diplomatic practitioner from a federal agency, non-governmental organization or an international organization and an historian. This is a unique opportunity for students and participants to interact with scholars and

leaders in the field, to ask questions, share ideas and help advance a better understanding of diplomacy.

The six workshops will be run three times; each conference attendee will participate in three workshops.

Workshops include:

### **Citizen Diplomats Respond**

The first goal of the Marshall Plan was to relieve the humanitarian crisis and stabilize Europe after World War II. Distributing food and medicine was a major concern, and logistical support was critical. In emergency situations or rebuilding efforts today, federal agencies and international, non-governmental and volunteer organizations must work together to improve living, health and safety conditions. How do these organizations manage logistical support? Can citizen-based organizations help stabilize a country and achieve larger U.S. policy goals?

Facilitator: **Dr. Jerry M. Pops**, Division of Public Administration, West Virginia University and George C. Marshall Foundation Scholar

**Thomas Gittins**, President, Gittins and Associates, Inc. and former Director of Sister Cities International

**Mark Granus**, Senior Director for Middle East Programs, Relief International

**Robert Jenkins**, Acting Director, Office of Transition Initiatives, United States Agency for International Development

### **The Power of the Purse and the Citizen Diplomat**

The Marshall Plan helped rebuild Europe's economy by promoting trade among European countries and with the United States. Today, more and more products are traded internationally and there are numerous complicated trade agreements. With a growing global economy, citizens are concerned with sustaining local economies, protecting the environment and building "green" businesses. What do citizens need to know to be informed consumers? How do individual purchase choices impact the globe and how are citizen-based organizations able to contribute to responsible business development and sustainability?

Facilitator: **Peter Kraemer**, Historian, Department of State

**Richard Huff**, Deputy Director, Office of Economic Policy Analysis and Public Diplomacy, Department of State

**Thomas A. W. Miller**, Vice President, Business for Diplomatic Action

### **Beyond Culture Shock: Participating in Today's Global Community**

The Marshall Plan promoted exchange opportunities for citizens in hopes of building lasting relationships between Europeans and Americans. Today, interacting with those from another culture is a common occurrence through

travel, school and the internet. Whether we realize it or not, our actions reflect ourselves and the country we are from. What skills should we possess to mindfully interact with other cultures? How do personal assumptions of another culture affect one's ability to build bridges? How can cross-cultural understanding help us succeed in the global community of the future?

Facilitator: **Neil Sumilas**, Director of Alumni Networks, German Marshall Fund of the United States

**Cindy Dyballa**, AFS Host Parent and Liaison

**Dina Mahmod**, Youth Exchange and Study Program and AFS student

### **Building a Virtual Bridge: How to be a Diplomat in Cyber World**

Unlike the Marshall Plan era, the internet allows us to “travel” without leaving our computers. Social networking sights on the internet are a popular way to connect with others around the world and “exchange” ideas” but can the virtual world influence diplomacy and the way nations are understood? This session will discuss how the internet can be a tool of diplomacy, invite citizen participation and constructively motivate citizens.

Facilitator: **Luke Forgerson**, Managing Editor, DipNote, Digital Communications Center, Bureau of Public Affairs, Department of State

**Dr. Steven L. Livingston**, Professor of Media and Public Affairs and International Affairs, George Washington University

**Sean Redding**, Communications Director, STAND: Student-Led Division of Genocide Intervention Network

### **Simulations**

Participants will be exposed to the rigors of diplomacy faced by Marshall Era planners and by diplomats in crisis situations today. Workshop attendees will be placed in a diplomatic situation and given a “role” to play in the negotiations, learning to meet their goals by compromising with those who embrace different points-of-view.

Two Simulation workshops include:

#### ***The Marshall Plan and the Citizen Diplomat Influence***

Participants will learn how the American public influenced the passage of the European Recovery Plan in the U.S. Congress by role playing the different perspectives.

Facilitator: **Robert B. James**, Director of Programs, George C. Marshall Foundation

#### ***Crisis in Darfur: Negotiating a Solution***

Participants will take on roles of diplomats attempting to end the genocide in Darfur.

Facilitator: **L. J. Krizner**, Education Program Specialist, The U.S. Diplomacy Center, Department of State

10:00 a.m.: **Break**

10:15 a.m.: **Repeat of workshop sessions**

11:15 a.m.: **Break**

11:30 a.m.: **Repeat of workshop sessions**

12:30 p.m.: **Conference adjourns--turn in evaluations before departing**

Information materials on careers at the Department of State as well as representatives from Peace Corps and Youth Service America will be available in the Business Center during registration and break periods. Please stop by to learn more about ways you can be involved in the work of diplomacy.